

WHAT IS CLAIMED IS:

1. A method of managing a purchase request in a Data Center system, said method comprising the acts of:

5 receiving in said Data Center system a purchase request from a potential buyer;

providing at least one user access to said purchase request; and
displaying to said user details of said purchase request, said user
ascertaining a property of said purchase request based upon said purchase
request detail, said user acting based upon said purchase request property,
10 wherein said action taken by said user is one of a plurality of possible actions
and said Data Center system having one or more action response modules to
assist the user in taking at least one of said actions.

2. The method as defined in Claim 1, wherein said property is a priority.

3. The method as defined in Claim 2, wherein said priority is selected from
15 the group comprising A-Immediate, B-Serious, or C-Future.

4. The method as defined in Claim 1, wherein said property is a status.

5. The method as defined in Claim 4, wherein said status is selected from
the group comprising new, could not contact, quoted, pending, sold, or dead deal.

6. The method as defined in Claim 1, wherein said property is a purchase
20 request task.

7. The method as defined in Claim 6, wherein said task is selected from
the group comprising not applicable, call, delivery, e-mail, follow-up, other, and test-
drive.

8. The method as defined in Claim 1, wherein said user is a sales manager.

25 9. The method as defined in Claim 1, wherein said user is a salesperson.

10. The method as defined in Claim 1, wherein said acting includes a sales
manager setting a purchase request status based upon a communication with said
buyer.

30 11. The method as defined in Claim 1, wherein said acting includes a
salesperson setting a purchase request status based upon a communication with said
buyer.

12. The method as defined in Claim 1, wherein said acting includes a sales manager associating one or more purchase request tasks with said purchase request, wherein said one or more purchase request tasks is assigned to one or more users.

13. The method as defined in Claim 1, wherein said acting includes a salesperson associating one or more purchase request tasks with said purchase request, wherein said one or more purchase request tasks is assigned to one or more users.

14. The method as defined in Claim 1, wherein said acting includes scheduling daily tasks, said scheduling performed by utilizing said one or more action response modules.

15. The method as defined in Claim 1, wherein said acting includes a sales manager allocating resources, said allocating performed by utilizing said one or more action response modules.

16. The method as defined in Claim 1, wherein said acting includes a salesperson allocating resources, said allocating performed by utilizing said one or more action response modules.

17. The method as defined in Claim 1, wherein said acting is performed in response to viewing a purchase request priority in a purchase request detail display.

18. The method as defined in Claim 1, wherein said acting is performed in response to viewing a purchase request task in a purchase request detail display.

19. The method as defined in Claim 1, wherein said acting is performed in response to viewing a purchase request status in a purchase request detail display.

20. The method as defined in Claim 1, wherein said acting is performed in response to viewing a purchase request task in a purchase request listing.

21. The method as defined in Claim 1, wherein said acting is performed in response to viewing a purchase request status in a purchase request listing.

22. The method as defined in Claim 1, wherein said acting is performed in response to viewing an HTML page listing appointments and tasks.

23. The method as defined in Claim 1, additionally comprising the act of updating a detail display, said updating performed by one or more said action response modules, said updating performed immediately upon said user action, wherein said detail display includes a purchase request modification.

24. The method as defined in Claim 1, additionally comprising the act of updating a purchase request listing, said updating performed by one or more said action response modules, said updating performed immediately upon said user action, wherein said listing displays a purchase request modification.

5 25. The method as defined in Claim 1, additionally comprising the act of updating a display, wherein said display contains a modified purchase request.

Sub ai 26. A purchase request management system, wherein said purchase request is remotely managed by a user over a computer network, said purchase request management system comprising:

10 a system database which provides an exclusive database region for each of a plurality of dealers;

a plurality of purchase requests created by potential buyers, said purchase requests being stored in said central database; and

15 a purchase request management module which provides said user access into said exclusive database region, said purchase request management module includes one or more action response modules.

27. The management system as defined in Claim 26, additionally comprising a dealer terminal, said dealer terminal displaying a split screen and the split screen lists the purchase requests on one side and a purchase request detail on the other side.

20 28. The management system as defined in Claim 27, wherein said list of purchase requests includes an assigned user.

29. The management system as defined in Claim 27, wherein said purchase request details includes a purchase request task list.

25 30. The management system as defined in Claim 29, wherein said purchase request task list includes an assigned user.

31. The management system as defined in Claim 29, wherein said purchase request task list includes an assigning user.

30 32. The management system as defined in Claim 26, wherein said user is a sales manager.

33. The management system as defined in Claim 26, wherein said user is

a salesperson.

34. A purchase request management system having a system database, said system database including an exclusive database region for each of a plurality of dealers, said system database containing at least one purchase request, wherein at least one user has access to said purchase request in said exclusive database region, said management system comprising:

means for listing said purchase request;

means for selecting said purchase request;

means for displaying details of said purchase request; and

means for acting on said purchase request, wherein said acting includes utilizing one or more action response modules.

35. The management system as defined in Claim 34, wherein said means for displaying displays a purchase request list on one side and a purchase request detail on the other side.

36. The management system as defined in Claim 35, wherein said purchase request list includes an assigned user.

37. The management system as defined in Claim 35, wherein said purchase request detail includes a purchase request task list.

38. The management system as defined in Claim 37, wherein said purchase request task list includes an assigned user.

39. The management system as defined in Claim 37, wherein said purchase request task list includes an assigning user.

40. The management system as defined in Claim 34, wherein said user is a sales manager.

42. The management system as defined in Claim 34, wherein said user is a salesperson.

43. Apparatus comprising:

a Data Center having a microprocessor and storage media in communication therewith, said storage media storing a buyer access module, a dealer access module and a database;

a plurality of buyer terminals located remotely from said Data Center

and remote from one another, said buyer terminals in communication with said Data Center;

a plurality of dealers located remote from said Data Center, each of said dealer having a plurality of dealer terminals in communication with said Data Center;

said buyer access module including a purchase request submission screen accessible to said buyer terminals, said screen including a data entry location permitting the buyer to enter information regarding the product the buyer would like to purchase and a purchase request submission option that enters buyer's purchase request into said data center's database when said option is selected by the buyer;

said dealer access module including a purchase request management screen accessible to said dealer which is periodically refreshed to reflect current purchase request information in the database; and

said purchase request management screen including a list of purchase requests along with the status of said requests, said purchase request management screen further including a task assignment option permitting assignment of a purchase request to an individual salesperson when selected by the dealer.

44. The apparatus as defined in Claim 43, wherein said task assignment is performed by a sales manager.

45. The apparatus as defined in Claim 43, wherein said list of purchase requests is different for different dealers.

46. The apparatus as defined in Claim 43, wherein said purchase request management screen includes a purchase request priority.

47. The apparatus as defined in Claim 43, wherein said purchase request management screen includes a purchase request status.

48. The apparatus as defined in Claim 43, wherein said purchase request management screen includes a status change option permitting changing of a purchase request status.

49. The apparatus as defined in Claim 43, wherein said purchase request

management screen refresh is performed immediately upon a change to information displayed in said screen.

50. The apparatus as defined in Claim 43, wherein said purchase request management screen includes a purchase request task list.

5 51. The apparatus as defined in Claim 43, wherein said purchase request management screen includes a purchase request status list.

52. The apparatus as defined in Claim 43, wherein said buyer terminals communicate with said Data Center through the Internet.

10 53. The apparatus as defined in Claim 43, wherein said buyer terminals communicate with said Data Center through a URL, said URL is on the world wide web.

54. The apparatus as defined in Claim 43, wherein said dealer terminals communicate with said Data Center through a URL, said URL is on a private area of the Internet.

15 55. The apparatus as defined in Claim 43, wherein said buyer terminals are stand alone personal computers connected to the Internet.

56. The apparatus as defined in Claim 43, wherein said purchase request management screen displays a purchase request list on one side and a purchase request detail on the other side.

20 57. Apparatus comprising:

a Data Center having a microprocessor and storage media in communication therewith, said storage media storing a dealer access module, and a database, wherein said database storing one or more purchase requests;

25 a plurality of dealers located remote from said Data Center, each of said dealer having a plurality of dealer terminals in communication with said Data Center;

said dealer access module including a purchase request management screen accessible to said dealer which is periodically refreshed to reflect current purchase request information in the database; and

30 said purchase request management screen including a list of purchase requests along with the status of said requests, said purchase request

management screen further including a task assignment option permitting assignment of a purchase request to an individual salesperson when selected by the dealer.

5 58. A method of managing a purchase request in a Data Center, wherein said Data Center includes a microprocessor and a storage media in communication therewith, said storage media storing a buyer access module, a dealer access module and a database, said method comprising the acts of:

10 providing a plurality of buyer terminals located remotely from said Data Center and remote from one another, said buyer terminals being in communication with said Data Center;

providing a plurality of dealers located remote from said Data Center, each of said dealer having a plurality of dealer terminals being in communication with said Data Center;

15 receiving from a buyer a purchase request submitted through said buyer access module including a purchase request submission screen accessible to said buyer terminals, said screen including a data entry location permitting the buyer to enter information regarding the product the buyer would like to purchase and a purchase request submission option that enters buyer's purchase request into said Data Center's database when said option is selected by the
20 buyer; and

providing said dealer a purchase request management screen accessible to said dealer which is periodically refreshed to reflect current purchase request information in the database, wherein said dealer access module includes said purchase request management screen, said purchase request management screen
25 including a list of purchase requests along with a status of said purchase requests, said purchase request management screen further including a task assignment option permitting assignment of a purchase request to an individual salesperson when selected by the dealer.

30 59. The method as defined in Claim 58, wherein said task assignment is performed by a sales manager.

60. The method as defined in Claim 58, wherein said list of purchase

requests is different for different dealers.

61. The method as defined in Claim 58, wherein said purchase request management screen includes a purchase request priority.

5 62. The method as defined in Claim 58, wherein said purchase request management screen includes a purchase request status.

63. The method as defined in Claim 58, wherein said purchase request management screen includes a status change option permitting changing of a purchase request status.

10 64. The method as defined in Claim 58, wherein said purchase request management screen refresh is performed immediately upon a change to information displayed in said screen.

65. The method as defined in Claim 58, wherein said purchase request management screen includes a purchase request task list.

15 66. The method as defined in Claim 58, wherein said purchase request management screen includes a purchase request status list.

67. The method as defined in Claim 58, wherein said buyer terminals communicate with said Data Center through the Internet.

20 68. The method as defined in Claim 58, wherein said buyer terminals communicate with said Data Center through a URL, said URL is on the world wide web.

69. The method as defined in Claim 58, wherein said dealer terminals communicate with said Data Center through a URL, said URL is on a private area of the Internet.

25 70. The method as defined in Claim 58, wherein said buyer terminals are stand alone personal computers connected to the Internet.

71. The method as defined in Claim 58, wherein said purchase request management screen displays a purchase request list on one side and a purchase request detail on the other side.

30 72. The apparatus as defined in Claim 43, wherein said management screen includes a status change option permitting changing of a purchase request status by the dealer.

73. The apparatus as defined in Claim 72, wherein said changing of a purchase request status is by a sales manager.

74. The method as defined in Claim 58, wherein said management screen includes a status change option permitting changing of a purchase request status by the dealer.

75. The method as defined in Claim 74, wherein said changing of a purchase request status is by a sales manager.

76. A method of managing a purchase request in a Data Center, wherein said Data Center includes a microprocessor and a storage media in communication therewith, said storage media storing a dealer access module and a database, said database storing one or more purchase requests, said method comprising the acts of:

providing a plurality of dealers located remote from said Data Center, each of said dealer having a plurality of dealer terminals being in communication with said Data Center; and

providing said dealer a purchase request management screen accessible to said dealer which is periodically refreshed to reflect current purchase request information in the database, wherein said dealer access module includes said purchase request management screen, said purchase request management screen including a list of purchase requests along with a status of said purchase requests, said purchase request management screen further including a task assignment option permitting assignment of a purchase request to an individual salesperson when selected by the dealer.